GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3297
ANSWERED ON:24.08.2006
INDIA S SHARE IN WORLD TOURISM .
Vallabbhaneni Shri Balashowry

Will the Minister of TOURISM be pleased to state:

(a) Whether India's share in the world tourism is very low;

(b) If so, the details thereof; and

(c) The steps being taken to increase India's share in world tourism?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) and (b): As per the estimated figures, India's share in the world tourist arrivals and International tourism receipts was 0.49% and 0.84% respectively in the year 2005.

(c): A number of steps have been taken by the Ministry of Tourism for promoting India tourism in overseas markets as also development of infrastructure etc. to increase its share in the world tourism. These include:-

Direct approach to the consumers through Electronic and Print media through the "Incredible India" Campaign;

Creation of World Class Collaterals;

Centralized Electronic Media Campaign;

Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas;

Greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia;

Participation in Trade Fairs & Exhibitions;

Optimize Editorial PR and Publicity;

Use of Internet and web marketing;

Generating Tourist Publications;

Re-inforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

Enhancing connectivity and augmentation of air seat capacity and improving road infrastructure to major tourist attractions;

Development of tourist spots under its various schemes of infrastructure development for tourist circuits & destinations; and

Focusing on growth of hotel infrastructure particularly budget hotels.